



A DECLARATIVE METHOD FOR BUSINESS MANAGEMENT

David O. McGoveran, Boulder Creek, California

4

5

6

7

U.S. CLASS 434/108, 109; 364/148.01, 148.02,

8

9

10 SEARCH CLASSES: 434/108,109; 364/130, 148.01, 148.02, 148.04-09; 149-158, 160;
11 364/468.01-03; 705/1,30;

1 Abstract: This invention details a method, and a device incorporating the same, for
2 managing dynamic processes, specifically including businesses. The Zero Management
3 Method integrates operations, goal measurement, performance, and feedback (on both the
4 results and processes) by specifically declaring what is to be sought, rather than merely
5 what is to be done. It obviates problems created by past methods which focused on
6 projections, incorporated unstated assumptions, and prevented adaptation of means to
7 goals and constraints experienced when an operational model diverged from the real
8 world.